

# **Export University 101**

## **Columbia, South Carolina**

### **July 16, 2015 (8 a.m. - 4 p.m.)**

#### **Midlands Technical College**

Room: CT 105 at Midlands Tech

151 Powell Rd. | Columbia, SC 29203

<http://www.mtcenterprisecampus.com/directions.shtml>

Registration fee is \$75 per person and includes  
breakfast, lunch and all training materials.

This is a one-day workshop on export sales, finance  
and logistics will help you compete globally!

Getting back to the export basics is good business, whether you are new to exporting or an experienced  
international company. Topics will include:

- Export sales techniques
- Letters of credit and other export payment methods
- Pricing strategies and how to offer financing to your customer
- Credit insurance to minimize risk and maximize sales
- Transportation and freight forwarding
- Practical tips

#### **Who Should Attend?**

- Companies currently exporting but want guidance to expand overseas markets and sales.
- Companies new to exporting that want long-term success by avoiding typical, costly mistakes.

[Click here to register for Export University 101](#)– Columbia, SC

**Seating is limited for this popular event so registration & payment are required to guarantee a seat.**

**For more information:** contact Anita Patel at 803-737-0247, [APatel@sccommerce.com](mailto:APatel@sccommerce.com) or Dan Holt, US Small Business Administration, at 704-333-4886 x226, [Dan.Holt@trade.gov](mailto:Dan.Holt@trade.gov)

Sponsored By:



UpstateSCAlliance

ECI FIND NEW MARKETS

COLLEGE of CHARLESTON  
SCHOOL OF BUSINESS

